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UV-55 Cont.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
PATENT APPLICATION

Applicants : Steven J. Reynolds et al.  
Filed : Concurrently herewith  
For : SYSTEMS AND METHODS FOR ADVERTISING  
TELEVISION NETWORKS, CHANNELS, AND  
PROGRAMS

New York, New York 10020  
February 19, 2004

Mail Stop PATENT APPLICATION  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**PRELIMINARY AMENDMENT**

Sir:

Prior to examination, please amend the above-identified application as follows:

**Amendments to the Specification** begin on page 2.

**Amendments to the Claims** are reflected in the listing of claims that begins on page 3 of this paper.

**Remarks** begin on page 23 of this paper.